CONSUMER TIME

WAR FOODS TO YOU

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER.

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

5. JOHN: CONSUMER TIME friends...today, as we promised, we're going to tell a story important to every homemaker in America!

6. FREYMAN: Yes, we're going to tell how Government-held food stocks are released to civilians.

7. JOHN: Yes, every now and then, because of a change in food requirements, or perhaps an overseas transportation difficulty...WFA finds itself with some extra food supplies on hand.

8. FREYMAN: And what is done with this food? How is it released to civilians here at home?

9. JOHN: Many people are asking that same question. For instance, if we should drop into Ed Williams' country store down by the highway...we might find Ed himself behind the counter. And as we enter, a neighbor hurries in the door...and Ed calls out to her...

10. MAN: Close that door tight, Elvira!

11. SOUND: DOOR BANG SHUT

12. ELVIRA: Whew! What a day! Wind like to blow my hat off! (SIGH) Nice and warm in here, Ed.

13. ED: Yep, I try to keep the stove going good and hot on a day like this! See you brought your big basket today, Elivra.

14. ELVIRA: Sure! Thought I'd do all my shopping at once to last me for a week. Seems I'm over here at the store every minute as it is...

15. ED: Oh, now, Elivra, I wouldn't consider my day was complete if you didn't drop in for something.

16. ELVIRA: Go on with you, Ed. You say that to everybody!

17. ED: I do not! And besides, I got a secret to tell you, Elvira.

18. ELVIRA: Y'have? What's that!

19. ED: I...uh...sent somethin' in to the radio!

20. ELVIRA: Sent something in to the radio...what do you mean, Ed?

21. ED: Oh shucks, t'wasn't nothin' much, Elvira. Just...well, I don't even know whether they're going to use it. But I got my radio set down here on the counter, just in case.

22. ELVIRA: Well, what <u>is</u> it, Ed?

23. ED: Program goes on in a couple of minutes... Stay around, and you might hear it.

24. ELVIRA: What'd you do...write a poem or something?

25. ED: (LAUGH) No! It isn't a poem! I'm not telling what it is... Now what do you want today?

26. ELVIRA: (THOUGHTFUL) Well, I'm going to have a couple of loaves of bread.

27. ED: (PROJECTING) You folks must live on bread up at your house. (BACK IN) Four loaves yesterday...two today.

28. ELVIRA: I know...I threw two of them out. They got stale and dry and nobody in my family'll touch stale bread.

29. ED: That's kind of bad, isn't it? Throwing away good food.

30. ELVIRA: Oh, nonsense! I've read where food is spoiling in warehouses... food stored up by the Government. Why should I skimp?

31. ED: Well now, because you're so "smart", Elvira...I'd just like to tell you that I know for a fact that less than one fiftieth of one percent of the food the War Food Administration has bought has been lost by spoiling...if you can picture that.

32. ELVIRA: Well! Now Ed! What encylopedia <u>you</u> been reading?

33. ED: I just know it for a fact. And if you bought from five to eight million dollars worth of food every day, you'd think you were pretty good and thrifty if such a little bit got spoiled.

34. ELVIRA: Did you say eight million dollars worth of food...a <u>day</u>?

35. ED: Sure, that's what the War Food Administration buys.

36. ELVIRA: Well, looks like I came in here for a lecture. I better sit on this feed sack and get comfortable.

37. ED: I'm not giving any lecture. But you're just like a lot of other women in this town, sometimes, Elvira.

38. ELVIRA: Why Ed! In one minute I'll...

39. ED: Now don't get excited. I mean you folks just sit back and say... (IMITATING) "I know why we're short of things! The Government's got it all stored away!" And "Why should <u>I</u> be so careful of food, when food is getting spoiled in warehouses..."

40. ELVIRA: I...well, Ed...do <u>you</u> know any different?

41. ED: Sure I know different! I run a store, don't I? I happen to know that I sell food right here in this store that the Government's released to us civilians.

42. ELVIRA: You mean that food comes to us?

43. ED: Sure, Elvira, didn't you know that?

44. ELVIRA: Why...have you got any here in the store now, Ed? Food that's been released?

45. ED: Well sure! (TURNING AWAY) Take this can of snap beans, for instance. (BACK) Now I happen to know that the WFA released a lot of canned snap beans to the public.

46. ELVIRA: Why'd they do that?

47. ED: Now you know, being a housewife, that when you've got canned foods on the shelf you use the old stock first.

48. ELVIRA: Sure I do.

49. ED: Well, same with the food the Government buys. They don't keep food on the shelves too long either...they keep it moving... sell it back for civilian use if it isn't to be used right away by our fighting forces or Allies...and keep replacing it with new stocks.

50. ELVIRA: Is it old food that we get, then?

51. ED: No, for land's sakes, Elvira. It isn't old...it's perfectly good. They release it because it wouldn't be smart to send it on a trip across the ocean, or around the world. Might take a year before it would be used. So they replace what they've got with new cans as soon's the new cans come out. Just like anyone'd do.

52. ELVIRA: I see. Let me see that can of beans. How can you tell this was released by the Government?

53. ED: You can't tell...I just happen to know, because the wholesaler told me.

54. ELVIRA: Oh!

55. ED: Some cans, though, you can tell were made for the Army because they've got a dull finish. That's camoflauge paint, so they won't shine.

56. ELVIRA: Is that why some cans are that dull color?

57. ED: Yep. Now here's another thing. Remember this fall when I had a lot of extra cans of pork and beans?

58. ELVIRA: Yes, Ed...I remember.

59. ED: Well, the Government released them...but for another reason than just turning stocks.

60. ELVIRA: What was that?

61. ED: Well, over 100,000 cases of pork and beans were stored on the East Coast when a hurricane hit them. The cases were sort of knocked around...so they couldn't be shipped. So they were released.

62. ELVIRA: Oh! Well! If they were broken up, Ed, why would we want to buy 'em?

63. ED: But you see, Elvira, as I've been telling you. No food is released that isn't absolutely good. It's all carefully inspected first. In this case the good cans were sorted from those that were damaged.

64. ELVIRA: Oh!

65. ED: Goodness sakes, I almost forgot the time! Got to turn on my radio...

66. ELVIRA: Ed, I can't imagine what you're up to! Sending something in to the radio. Is it a contest or something?

67. ED: You'll see.

68. ANNCR: (FILTER...FADING IN) ...to present another edition of "The Housewive's Quiz!" And now, introducing your Quizmaster...and the lady participants on today's program...

69. SOUND: (LOUD TELEPHONE INTERRUPTS)

70. ANNCR: (FADES LOW UNDER RING, AND HOLDS BEHIND FAINTLY AND MORE OR LESS INDISTINCTLY WITH FOLLOWING:
And now we introduce Mrs. Ellie Johnson of 2121 Elm Street. Mrs. Lola Lee of 36 Cedar Place...Mrs. Mary Ann Green, of 2629 Main Street, and they are our fair contestants this morning on the Housewive's Quiz program.

71. ED: (OVER ABOVE) Oh shucks, there's the phone. I can't take orders now!

72. ELVIRA: I'll get it. You keep listening, Ed.

73. ED: Tell 'em I'll call back.

74. ELVIRA: (TO PHONE...LOUD) Hello! Oh Hello, Grace, No. Look, Ed's busy. Well...what? Two quarts of milk? Look, Grace, he'll call you back. He's got a program on he doesn't want to miss... All right... Goodbye!

75. ED: Thanks, Elvira.

76. ANNCR: (UP) And now to start off today's Quiz show...remember the rules ...the questions are sent in by listeners, and you, the housewives, are to try to answer. If you fail to answer the question the person who sent in the question gets $5.00. If you do answer it, the $5.00 is yours. All right?

77. BROWN: Yes...let's go!

78. ANNCR: Our first question is from Mrs. E. C. Miller, of 444 Newton place. (BROAD FADE SLIGHTLY ON THIS)

79. ELVIRA: (CLOSE IN MIKE) So that's what you did...sent in a question!

80. ED: Shhh...wait! That one isn't mine.

81. ANNCR: (UP) Mrs. Miller asks: What does the sign..."this is a Victory Food Selection" mean, in your grocery store? Victory Food Selection! I see several hands up...Mrs. Johnson, suppose you answer it.

82. JOHNSON: (FLUTTERY) Well...a Victory Food Selection means that there's a-plenty of that particular food on hand.

83. ANNCR: That's right, Mrs. Johnson! Can you go a little further on that?

84. JOHNSON: It means we should buy it while we can, I guess! (TITTER)

85. LEE: Well, you can use that food in place of something that's less plentiful!

86. ANNCR: Yes! And the idea also being that when we buy these plentiful foods...farmers will keep growing them...and there'll always be enough...good years and bad!

All right, ladies. You answered that correctly...and that's five dollars for the housewives on our Housewive's Quiz.. Now the next question...and you'd better be on your toes for this. The next question comes from Mr. Eddie Williams, of Eddie's Grocery Store!

87. SMITH: Why that's Ed Williams!

88. BROWN: I know him!

89. SMITH: Well...for goodness sakes, Eddie Williams!

(ABOVE MORE OR LESS TOGETHER)

90. ANNCR: All right, ladies! I see you all know Ed...now let's see if we can answer his question!

91. ELVIRA: (IN CLOSE) Ed, that's wonderful

92. ED: Shhh! Let's hope they miss! I want that five bucks!

93. ANNCR: We've all heard a lot about the food the Government is buying. We know that often, because of a last-minute change in requirements...or a transportation tie-up...the Government finds itself with extra food on hand. What happens to this food? That's the question. "What happens to this Government-owned food if there's some left over?" All right...Mrs. Green...can you answer this question on our Housewive's Quiz program?

94. ELVIRA: (QUICKLY...IN CLOSE) Just what we were talking about!

95. GREEN: (HALTING) Well...it just, I mean...they keep it stored up until they can use it, don't they?

96. ANNCR: No, I'm sorry, that's wrong! Do you know, Mrs. Johnson?

97. JOHNSON: Well, I hear the Government releases the food to civilians, when there is no immediate war need for it.

98. ANNCR: Yes, that's right! The food is usually sold back to the original processor...and finds its way to your own grocery shelves! Now, these questions from Ed Williams are in a set of three... we have to get two out of three. The second one is..."If this food is being sold back from Government stock...why isn't it sold at reduced prices?" Why isn't it a bargain? Can anybody answer that? Mrs. Johnson again?

99. JOHNSON: Well, I'd say that...I mean my husband says that they don't dump a lot of food stocks at low prices, because it would upset prices and normal trading, he says, and hurt the farmers too.

100. ANNCR: And help bring on another depression. That's right, Mrs. Brown... to prevent another collapse like after the last war, the Government isn't dumping these food stocks all at once, and at out-rate prices. And it isn't releasing any food until there's a demand for it! In other words, the War Food Administration in this case acts as a business does...and sells at ceiling prices. I think we'll count that one right...for the housewives! And now...question number three...

101. ED: (LOW IN MIKE) This ought to stick 'em!

102. ANNCR: Question number three...explain how the War Food Administration gets this food back to civilians. That's a tough one, but Ed's too sure he's going to get that five dollars, so let's try to answer it. How this food gets back to you.... Mrs. Green?

103. GREEN: Oh land! How'd I ever know a thing like that?

104. ANNCR: Now...maybe...let me give you a hint...do they inspect...

105. JONES: Oh yes! They keep checking over the food stocks all the time to see they're in good condition. If there's more of some food than they need right away, it's offered for sale.

106. ANNCR: Well, Mrs. Jones, you seem to know all the details!

107. JONES: (BASHFUL LAUGH) Well...I got a daughter works in Washington. She writes me a lot about it.

108. ANNCR: (LAUGH) Now that's fine! Can you tell us any more?

109. JONES: They sell the food back to the fellow they bought it from, usually. So it just goes to us the same way it would've in the first place!

110. ANNCR: Sold back to the food processors... Well, Mrs. Jones...that seems to be a fair enough answer to question number three...and the five dollars again...goes to the housewives! Too bad, Ed Williams! (FADING) Now the next question comes from...(RADIO OFF)

111. ED: Now doesn't that beat everything, though! I thought I had that five bucks hands down. I would've too, if that announcer hadn't helped 'em!

112. ELVIRA: Isn't that just like you, Ed! Being so sure nobody knows anything but you...being sure housewives don't know what's going on.

113. ED: I swan. Well! I'll try 'em again next week! Thing that gets me is why they can ask me so many silly questions here in the store, when they really seem to know so much! Oh well.

114. SOUND: TELEPHONE RING

115. ED: I'll get your order as soon as I get this, Elvira.

116. ELVIRA: I can wait...

117. ED: Hello? Yes'm. Yes'm. (MEEKLY) No'm, I didn't <u>want</u> that five dollars. No'm, Mrs. Cook, I know perfectly <u>well</u> the housewives knew the answers! Sure, ma'am, I just wanted to <u>give</u> 'em the five dollars! Oh sure, you're smart people, Mrs. Cook...yes'm. That's two quarts of milk...a loaf of bread...ten pounds of potatoes...(FADING OUT). How about some onions today...Mrs. Cook...

PAUSE:

118. FREYMAN: (LAUGH) Well, he certainly found out a few things about what his customers knew, didn't he, Johnny!

119. JOHN: Yes...but he had some good points there, Mrs. Freyman. And come to think of it...I'll bet you don't know any too much about how Government-held food stocks are released to civilians.

120. FREYMAN: I certainly do, Johnny. Just ask me anything!

121. JOHN: All right...after the last war, this country had inflation, and depression, and it took a long time for farmers and food dealers to get back to normal. What's being done to prevent this happening again, Mrs. Freyman?

122. FREYMAN: Well, Johnny...as we said before...WFA is buying only food that is absolutely necessary. And when any surplus develops, the food is released to consumers in this country.

123. FREYMAN: And another reason, Johnny...

124. FREYMAN: Well, we probably won't have the big surplus we did before. European countries will need more relief feeding, for one thing.

125. JOHN: Then too, we have price control in this war...that's something we didn't have in 1918...

126. FREYMAN: So altogether, a great deal is being done right now to prevent another food surplus situation after this war is over.

127. JOHN: And this sums up today's CONSUMER TIME story...on how Government-owned foods are being made available to civilians.

128. FREYMAN: Perhaps our listeners would be interested in learning more about this important subject. Do you want to tell how they can find out ...Holly Wright?

129. WRIGHT: A copy of the magazine "Consumers' Guide" containing an informative article on how the Government is releasing food stocks...is yours free when you write to CONSUMER TIME, Washington 25, D. C. The article, entitled "More Than a Blueprint"...will give you a complete picture of this vital wartime operation. Send for your free copy of "Consumers' Guide". Write to CONSUMER TIME, Washington 25, D. C., and be sure to include your name, address, and the name of the station to which you are listening.

130. FREYMAN: Next week, we're going to hear an exciting account of the food situation in France...(ANNOUNCE GUEST STAR)

131. JOHN: Be with us next Saturday to hear...

132. SOUND: CASH REGISTER...

133. ANNCR: CONSUMER TIME!

134. SOUND: CASH REGISTER

135. JOHN: How your money buys a living in wartime!

136. SOUND: CASH REGISTER...CLOSE DRAWER.

137. ANNCR: CONSUMER TIME, written by Christine Kempton, was presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.